

**CONTRACT**

**WOIO**  
 1717 East 12th Street  
 Cleveland, OH 44114  
 (216) 771-1943

<b>Contract / Revision</b> 830940 /		<b>Alt Order #</b>
<b>Product</b> OH US SEN JOSH MANDEL OCT 2-OCT 9 TV		
<b>Contract Dates</b> 10/02/12 - 10/09/12		<b>Estimate #</b> 2795
<b>Advertiser</b> Mandel, J/US Senate/R		<b>Original Date / Revision</b> 10/01/12 / 10/01/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WOIO	<b>Account Executive</b> House WOIO/WUAB	<b>Sales Office</b> Cleveland Local
<b>Special Handling</b> Cash In Advance		
<b>Demographic</b> Adults 35+		
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

And:

**Strategic Media Placement.**  
 7669 Stagers Loop  
 Delaware, OH 43015

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WOIO	10/02/12	10/05/12	Action News at 6a	6-7a		:30			NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-TWTF--				4	\$150.00			
N 2	WOIO	10/08/12	10/09/12	Action News at 6a	6-7a		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MT-----				2	\$150.00			
N 3	WOIO	10/06/12	10/06/12	Sat Early Show	9-11a		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----S-				1	\$125.00			
N 4	WOIO	10/07/12	10/07/12	CBS Sunday Morning	9-1030a		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----S				1	\$2,000.00			
N 5	WOIO	10/07/12	10/07/12	Face the Nation	1030-11a		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----S				1	\$3,000.00			
N 6	WOIO	10/02/12	10/04/12	Action News at Noon	12-1230p		:30			NM	2	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-T-T---				2	\$475.00			
N 7	WOIO	10/08/12	10/08/12	Action News at Noon	12-1230p		:30			NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	M-----				1	\$475.00			
N 8	WOIO	10/02/12	10/05/12	Action News at 5p	5-6p		:30			NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-TWTF--				4	\$1,500.00			
N 9	WOIO	10/08/12	10/09/12	Action News at 5p	5-6p		:30			NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MT-----				2	\$1,500.00			
N 10	WOIO	10/02/12	10/04/12	Action News at 6p	6-630p		:30			NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-TWT---				3	\$2,500.00			
N 11	WOIO	10/09/12	10/09/12	Action News at 6p	6-630p		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



**WOIO**  
**1717 East 12th Street**  
**Cleveland, OH 44114**  
**(216) 771-1943**

<b>Contract / Revision</b>	<b>Alt Order #</b>
830940 /	

<b>Contract Dates</b>	<b>Product</b>	<b>Estimate #</b>
10/02/12 - 10/09/12	OH US SEN JOSH MAN	2795

<b>Advertiser</b>	<b>Original Date / Revision</b>
Mandel, J/US Senate/R	10/01/12 / 10/01/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount																									
<table><tr><td></td><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td></td><td></td><td></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td></td><td></td></tr><tr><td></td><td></td><td>Week: 10/08/12</td><td>10/14/12</td><td>-T-----</td><td></td><td></td><td></td><td>1</td><td>\$2,500.00</td><td></td><td></td></tr></table>														<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					Week: 10/08/12	10/14/12	-T-----				1	\$2,500.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																											
		Week: 10/08/12	10/14/12	-T-----				1	\$2,500.00																											
N 12	WOIO	10/02/12	10/05/12	M-F 7-730p	7-730p		:30			NM	4	\$18,000.00																								
<table><tr><td></td><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td></td><td></td><td></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td></td><td></td></tr><tr><td></td><td></td><td>Week: 10/01/12</td><td>10/07/12</td><td>-TWTF--</td><td></td><td></td><td></td><td>4</td><td>\$4,500.00</td><td></td><td></td></tr></table>														<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					Week: 10/01/12	10/07/12	-TWTF--				4	\$4,500.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																											
		Week: 10/01/12	10/07/12	-TWTF--				4	\$4,500.00																											
N 13	WOIO	10/08/12	10/09/12	M-F 7-730p	7-730p		:30			NM	2	\$9,000.00																								
<table><tr><td></td><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td></td><td></td><td></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td></td><td></td></tr><tr><td></td><td></td><td>Week: 10/08/12</td><td>10/14/12</td><td>MT-----</td><td></td><td></td><td></td><td>2</td><td>\$4,500.00</td><td></td><td></td></tr></table>														<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					Week: 10/08/12	10/14/12	MT-----				2	\$4,500.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																											
		Week: 10/08/12	10/14/12	MT-----				2	\$4,500.00																											
N 14	WOIO	10/02/12	10/05/12	Action News at 11p	11-1135p		:30			NM	4	\$12,000.00																								
<table><tr><td></td><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td></td><td></td><td></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td></td><td></td></tr><tr><td></td><td></td><td>Week: 10/01/12</td><td>10/07/12</td><td>-TWTF--</td><td></td><td></td><td></td><td>4</td><td>\$3,000.00</td><td></td><td></td></tr></table>														<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					Week: 10/01/12	10/07/12	-TWTF--				4	\$3,000.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																											
		Week: 10/01/12	10/07/12	-TWTF--				4	\$3,000.00																											
N 15	WOIO	10/08/12	10/09/12	Action News at 11p	11-1135p		:30			NM	2	\$6,000.00																								
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																											
		Week: 10/08/12	10/14/12	MT-----				2	\$3,000.00																											
N 16	WOIO	10/03/12	10/05/12	Action News at Noon	12-1230p		:30			NM	2	\$1,000.00																								
<table><tr><td></td><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td></td><td></td><td></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td></td><td></td></tr><tr><td></td><td></td><td>Week: 10/01/12</td><td>10/07/12</td><td>--W-F--</td><td></td><td></td><td></td><td>2</td><td>\$500.00</td><td></td><td></td></tr></table>														<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					Week: 10/01/12	10/07/12	--W-F--				2	\$500.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																											
		Week: 10/01/12	10/07/12	--W-F--				2	\$500.00																											
N 17	WOIO	10/03/12	10/05/12	Action News at 6p	6-630p		:30			NM	2	\$1,350.00																								
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																											
		Week: 10/01/12	10/07/12	--W-F--				2	\$675.00																											
N 18	WOIO	10/07/12	10/07/12	Lt Su Action News at 11p	11p-2a		:30			NM	1	\$550.00																								
<table><tr><td></td><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td></td><td></td><td></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td></td><td></td></tr><tr><td></td><td></td><td>Week: 10/01/12</td><td>10/07/12</td><td>-----S</td><td></td><td></td><td></td><td>1</td><td>\$550.00</td><td></td><td></td></tr></table>														<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					Week: 10/01/12	10/07/12	-----S				1	\$550.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																											
		Week: 10/01/12	10/07/12	-----S				1	\$550.00																											
N 19	WOIO	10/03/12	10/05/12	Action News at 5p	5-6p		:30			NM	2	\$1,000.00																								
<table><tr><td></td><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td></td><td></td><td></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td></td><td></td></tr><tr><td></td><td></td><td>Week: 10/01/12</td><td>10/07/12</td><td>--WTF--</td><td></td><td></td><td></td><td>2</td><td>\$500.00</td><td></td><td></td></tr></table>														<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					Week: 10/01/12	10/07/12	--WTF--				2	\$500.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																											
		Week: 10/01/12	10/07/12	--WTF--				2	\$500.00																											
N 20	WOIO	10/06/12	10/06/12	Sat Early Show	9-11a		:30			NM	1	\$100.00																								
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																											
		Week: 10/01/12	10/07/12	-----S-				1	\$100.00																											
N 21	WOIO	10/02/12	10/05/12	Syndicated Barter	3-4p		:30			NM	3	\$450.00																								
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																											
		Week: 10/01/12	10/07/12	-TWTF--				3	\$150.00																											
N 22	WOIO	10/02/12	10/02/12	Tue Hour 3	10-11P		:30			NM	1	\$1,575.00																								
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																											
		Week: 10/01/12	10/07/12	-T-----				1	\$1,575.00																											
Totals											46	\$77,475.00																								

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/09/12	46	\$77,475.00	\$65,853.75
<b>Totals</b>	<b>46</b>	<b>\$77,475.00</b>	<b>\$65,853.75</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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**CBS 19 WOIO**

**fax 216.515.7152**



Preempt:						Makegood:					
Date	Time	Show	Rate	Freq.	Total	Date	Time	Show	Rate	Freq.	Total
9/3	11A-12P	Price Is Right	525	1	525	10/1-10/5	12-12:30P	Action News	500	2	1000
9/3	12-12:30P	Action News	475	1	475	10/1-10/5	6-6:30P	Action News	675	2	1350
9/3 & 9/7	12:30-2P	CBS Soaps	600	2	1200	10/7	11P-12A	Action News	550	1	550
9/3	5-6P	Action News	500	1	500	10/1-10/5	5-6P	Action News	500	2	1000
9/7	6-6:30P	Action News	700	1	700	10/6	9-11A	CBS Sat Early Show	100	1	100
9/9	6:30-7P	Action News	500	1	500	10/1-10/5	3-4P	Millionaire / Jeopardy	150	3	450
9/1	9-11A	CBS Sat Early Show	100	1	100	10/2	10-11P	Vegas	1575	1	1575
8/28-8/30	11A-12P	Price Is Right	525	3	1575						
9/16	10:30-11:30A	Face The Nation	450	1	450						
					\$ 6,025						\$ 6,025

**NOTES:**

9/3, 9/7 & 9/9 Pre-emptions were due to U.S. Open Tennis running on CBS. 9/1 Pre-emption was due to NCAA Football Sat Morning on CBS.

8/28 - 8/30 & 9/16 Pre-emptions were due to Federal Candidate purchasing all available inventory.

**Accepted by:**

**Date:**

Whether to purchase available inventory.

Whether to purchase (attached)

10/1/12

## Morley, Renee

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**From:** Whitney Eversole [WEversole@strategicmediaplacement.com]  
**Sent:** Monday, October 01, 2012 3:24 PM  
**To:** Morley, Renee  
**Subject:** RE: Josh Mandel MGs April.xls

This is ok, sending new order in 5

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**From:** Morley, Renee [<mailto:RMorley@woio.com>]  
**Sent:** Monday, October 01, 2012 3:04 PM  
**To:** Whitney Eversole  
**Subject:** FW: Josh Mandel MGs April.xls  
**Importance:** High

Whitney, I am resending this makegood offer. I didn't hear back from you on these. I'm guessing maybe because Mandel is not currently on the air with us.

We did receive new copy today. Just want to make sure I'm not missing anything.

Thanks Whitney!

Renee Morley  
General Sales Manager  
WOIO & WUAB TV  
216-367-7216  
215-515-7152



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**From:** Morley, Renee  
**Sent:** Friday, September 21, 2012 3:02 PM  
**To:** 'Whitney Eversole'  
**Subject:** Josh Mandel MGs April.xls  
**Importance:** High

Whitney,

I apologize I am late with these make-good offers. Things are a little crazy as you can imagine. Most pre-emptions were due to program changes noted on the bottom of the make-good form.

Please advise if these are acceptable. Thanks so much!

Renee Morley  
General Sales Manager  
WOIO & WUAB TV  
216-367-7216

# JOSH MANDEL

830 490

Revision #: 0 Date: 10/1/2012

Client: OH- US SEN. JOSH MANDEL- 2012 Estimate: 2795  
Media: TV Description: OH US SEN JOSH MANDEL OCT2-OCT 9 TV  
Product: GENERAL Flight Start Date: 10/2/12 5:00:00 AM  
Market: Cleveland Flight End Date: 10/9/12 4:59:00 AM

Separation between spots: 10

*10/11*

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total Spots
<b>WOIO-TV</b>														
102	MTuWThF 6:00a-7:00a ACTN NWS-MORN<	4 EM	\$150.00	\$127.50	30	1	1	1	1	0	0	1	1	6
103	Sa 9:00a-11:00a SAT ER SHW-CBS	9 WK	\$125.00	\$106.25	30	0	0	0	0	1	0	0	0	1
104	Su 9:00a-10:30a SUNDAY MFRN-CBS	2 WK	\$2,000.00	\$1,700.00	30	0	0	0	0	0	1	0	0	1
105	Su 10:30a-11:00a FACE NATN-CBS	2 WK	\$3,000.00	\$2,550.00	30	0	0	0	0	0	1	0	0	1
106	MTuWThF 12:00p-12:30p ACTN NWS-NOON<	9 DT	\$475.00	\$403.75	30	1	0	1	0	0	0	1	0	3
107	MTuWThF 5:00p-6:00p ACTN NWS-5 PM<	2 EN	\$1,500.00	\$1,275.00	30	1	1	1	1	0	0	1	1	6
108	MTuWThF 6:00p-6:30p ACTN NWS-SIX<	2 EN	\$2,500.00	\$2,125.00	30	1	1	1	0	0	0	0	1	4
109	MTuWThF 7:00p-7:30p WHEEL	2 PA	\$4,500.00	\$3,825.00	30	1	1	1	1	0	0	1	1	6
110	MTuWThF 11:00p-11:35p ACTN NWS-ELEVN<	2 LN	\$3,000.00	\$2,550.00	30	1	1	1	1	0	0	1	1	6
<b>Total Spots: 34</b>														
<b>Total Cost:</b>			\$71,450.00	\$60,732.50										
<b>Total</b>			OCT 12	\$71,450.00	\$60,732.50									



# JOSH MANDEL

Revision #: 0 Date: 10/1/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 2795  
Media: TV Description: OH US SEN JOSH MANDEL OCT2-OCT 9 TV  
Product: GENERAL Flight Start Date: 10/2/12 5:00:00 AM  
Market: Cleveland Flight End Date: 10/9/12 4:59:00 AM

Separation between spots: 10

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total Spots
					Dur	10/2	10/3	10/4	10/5	10/6	10/7	10/8	10/9	
WOIO-TV														

Disclaimer:

Signature: \_\_\_\_\_



# Summary by Station/System

Date: 10/1/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 2795  
Media: TV Description: OH US SEN JOSH MANDEL OCT2-OCT 9 TV  
Product: GENERAL Flight Start Date: 10/2/12 5:00:00 AM  
Market: Cleveland Flight End Date: 10/9/12 4:59:00 AM

Separation between spots: 10

Station	Total Spots	STN Gross	PCT	STN Net	PCT
WOIO-TV	34	\$71,450.00	100%	\$60,732.50	100%
Market Total:	34	\$71,450.00		\$60,732.50	